

Agenda

City of Scottsdale Tourism Development Commission

**8:00 a.m. Tuesday, March 21, 2006
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona**

- 1. Call To Order**
- 2. Roll Call**
Ned Sickle, Chairman
Margaret Dunn
Jerry Gleason
John Holdsworth, Vice Chairman
Kiaran MacDonald
Sally Shaffer
Gordon Zuckerman
- 3. Approval of February 21, 2006 Minutes** **Action Item**
(Attachment 1)
- 4. Bed Tax Proforma** **Information Item**
Kathy O'Connor, Tourism Development Manager;
Craig Clifford, Chief Financial Officer; Lee Guillory, Finance Manager
(Attachment 2)
- 5. Monthly Updates** **Information Item**
Kathy O'Connor, Tourism Development Manager
 - Bed-tax Staff Report (Attachment 3)
 - Smith Travel Research Lodging Report (Attachment 4)
 - Projects Status
- 6. Five-Year Tourism Development and Marketing Strategic Plan Executive Summary Final Draft** **Information Item**
Kathy O'Connor, Tourism Development Manager
(Attachment 5)



Persons with a disability may request a reasonable accommodation by contacting Kathy Montalvo at 480-312-7989 or kmontalvo@scottsdaleaz.gov. Request(s) should be made 24 hours in advance or as early as possible to allow time to arrange accommodations.

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| 7. | 2005 Visitor Inquiry Study
Kathy O'Connor, Tourism Development Manager
Bruce Hernandez, Behavior Research Corporation
(Attachment 6) | Information Item |
| 8. | Attraction Infrastructure Evaluation Process
Kathy O'Connor, Tourism Development Manager
(Attachment 7) | Information Item |
| 9. | Desert Discovery Center Feasibility Report Update
Kathy O'Connor, Tourism Development Manager and
Tom Silverman, Chair of DDC Planning Committee
(Attachment 8) | Information Item |
| 10. | Scottsdale CVB Mid-Year Performance Report
Kathy O'Connor, Tourism Development Manager
Brent DeRaad, VP of Marketing, SCVB
(Attachment 9) | Information Item |
| 11. | Scottsdale CVB Monthly Update
Brent DeRaad, VP of Marketing, SCVB
(Attachment No. 10) | Information Item |
| 12. | Destination Marketing Program Request for Proposal
Kathy O'Connor, Tourism Development Manager
(Attachment 11) | Action Item |
| 13. | Items from the Floor | |
| 14. | Public Comments | |
| 15. | Adjournment | |

The next meeting is scheduled for Tuesday, April 18, 2006 at the City of Scottsdale, Pinnacle Conference Room.

Citizens may address the members of the Tourism Development Commission during Public Comment. This “Public Comment” time is reserved for citizen comments regarding non-agendized items. However, Arizona State Law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.



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